



ASIA

## Minute Maid Drives Awareness and Consideration with an Interactive Ad Unit



Industry

Food

Solution

Identifying Target Audience, Engaging with Customers, Acquiring New Users

### About Minute Maid

Owned by The Coca-Cola Company, Minute Maid has been bringing goodness through their fruit beverages to families across the globe for over 75 years. With more than 100 different flavors and varieties, from orange juice to apple juice, and lemonades to punches, Minute Maid caters to the diverse needs of their consumers by bringing the best of both worlds: taste and nutrition. Minute Maid Vita Punch is a breakfast juice loaded with the goodness of Vitamin C known to build and maintain a stronger immune system.

### The Highlights

**2.5x**

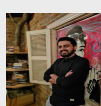
overall engagement rate on the ad unit

**15%**

of engaged ad users showed interest in buying the product

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As a category leader in the market, it was important for the brand to constantly innovate with new products and campaigns that help them get closer to audiences. Vita Punch is one such innovation where Minute Maid packed health and nutrition in one juice box. With the undeniable growth of mobile as a platform in driving real connections, the brand decided to launch a mobile-first campaign to create awareness of the product and help the audiences build stronger immunity. While the interactive ad unit was a ground-breaking idea and delivered them record engagement rates, the precision targeting helped reach high-intent audiences.



Alakshit Tripathi  
Industry Head - GPG, InMobi

### The Brand Objective

Vitamin C, the powerful antioxidant, is essential to build strong immunity and requires daily consumption. And what could be better than incorporating it in the first meal of the day? Minute Maid translated this idea into a simple, tasty, and easily consumable product – Minute Maid Vita Punch, a breakfast juice drink that comes with 100% RDA of Vitamin C per one serving. To popularize the idea of consuming a healthier breakfast supplement rich in Vitamin C, Minute Maid aimed to take the mobile route. With the pervasive nature of an always-on device, mobile can truly deliver maximum visibility and impact on the minds of consumers and drive purchase decisions. Hence the brand intended to connect with the smartphone users in India, predominantly women, who are the decision-makers of the house and initiate the demand for a product in a household, to drive awareness and brand consideration.



### The Solution

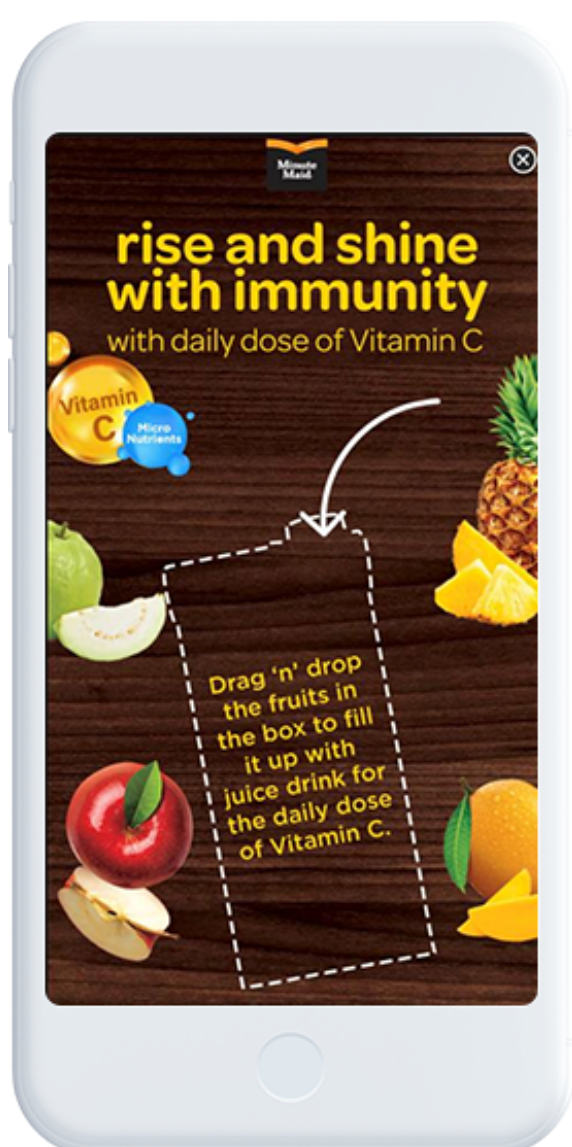
To achieve the objective, the brand leveraged advanced mobile-targeting capabilities and designed a rich media ad unit with a powerful message to drive brand awareness and consideration. The brand charted out the prospective audience – urban women from tier-I and tier-II cities in India to promote Minute Maid Vita Punch and identified women aged between 25 to 30 years who are – internet savvy, store visitors, E-commerce savvy, shopping enthusiasts, mall visitors, and spotted in corporate parks and IT hubs. These audiences were identified on InMobi Audiences based on their interests, demographic-, appographic-, and technographic profiles.

### The Interactive Ad Experience – Driving Brand Awareness

To deliver an immersive ad experience for the identified audience cohorts, the brand designed a rich media interactive full-screen interstitial ad unit that encouraged consumers to 'Rise and shine with immunity.'

### The Interactive Ad Experience – Driving Brand Consideration

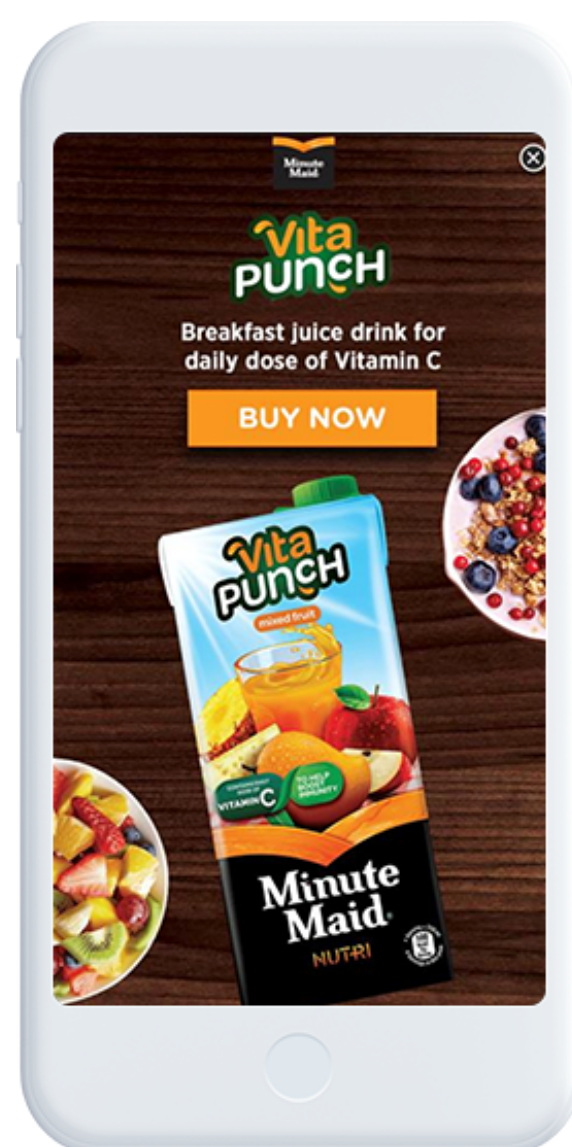
The rich media ad unit promoted interaction with the target audience through ad gamification. Users were encouraged to participate in the 'drag and drop' feature of the ad, allowing viewers to drag the fruits used in Minute Maid Vita Punch and drop them in the juice box. Once the user drags and drops all the fruits in the box, the end card of the ad unit shows up with the message 'Breakfast juice drink for a daily dose of Vitamin C' and the CTA 'Buy Now.' Upon clicking on the CTA, users are redirected to the e-commerce website Amazon, to complete their purchases. The interactive nature of the ad unit ensured higher engagement and enabled higher brand affinity among the users towards the brand.



Rich Media Ad Screen 1



Rich Media Ad Screen 2



Rich Media Ad Screen 3



The Results

With the right mix of precision targeting and an interactive rich media ad, Minute Maid reached out to millions of urban women in India and delivered impeccable engagement rates. This campaign stands as a testament to the fact that the right audience + right messaging always works.

